

Appln. No. Serial No. 09/997,502

Amtd. Dated 6/24/05

First Response in Appln, Reply to Office Action of 1/26/2005

Page 21 of 24

REMARKS

Claims 1-42 are pending in this application. The Examiner rejected Claims 1-42 under 35 U.S.C. 102(e). Claims 1, 5, 7, 9, 12, 14, 21, 25, 27, 29, 32, 34 and 40-42 have been amended in the foregoing amendments. No fees are believed due; however, the Commissioner is hereby authorized to charge any deficiency or credit any overpayment to Deposit Account 11-0855.

Claims 1-42 Are Not Anticipated by Linden

The Examiner rejected Claims 1-42 as anticipated by U.S. Patent No. 6,266,649 to Linden et al. ("Linden"). This rejection is traversed for the reasons discussed below.

Claim 1

The recommended item presentation method of Claim 1 requires (a) receiving access logs for viewing/purchasing items by a plurality of clients from an item provider server which provides items to the clients through a network, converting the access logs into access log maps suitable for a recommended item presentation processing, and storing the access log maps; (b) receiving and storing item rating values indicating levels of preference of clients regarding specific items from the clients; (c) receiving a recommended item presentation request from one of the clients; (d) producing a recommended item list for the client who issued the recommended item presentation request, according to the item rating values and the access log maps; and (e) transmitting the recommended item list to the client who issued the recommended item presentation request.

Linden describes a recommendations service which recommends items to users based on items that are known to be of interest to the user, such as a set of items previously purchased by the user, and a previously-generated table which maps items to lists of "similar" items. The similarities reflected by the table are based on the collective interests of the community of users, such as correlations between the purchases of items by users. See Abstract. Although Linden describes using a previously-generated table which maps items to lists of similar items, Linden does not describe converting the access logs into access log

Appln. No. Serial No. 09/997,502

Amtdt. Dated 6/24/05

First Response in Appln, Reply to Office Action of 1/26/2005

Page 22 of 24

maps suitable for a recommended item presentation processing, as required by Claim 1. In the present invention, the access log maps are converted from the access logs into a list of item identifiers and their distances for each client identifier, or as a list of client identifiers and their distances for each item identifier. See page 17, line 21 to page 18, line 3 of the specification and Figs. 3 and 4. In contrast, Linden only describes generating a similar items table 60 in the form of a mapping of a popular item 62 to a corresponding list 64 of similar items. Linden also fails to describe that the access log maps are client-to-item or item-to-client based access log maps as recited by dependent Claim 2, or the specific method of producing the recommended item list recited by dependent Claim 3. Thus, Linden does not anticipate the invention of Claim 1, and Claim 1 should be allowed.

Claim 5

The recommended item presentation method of Claim 5 requires (a) receiving and storing access log collecting target client data indicating those clients who are targets for collecting access logs for viewing/purchasing items by a plurality of clients from an item provider server which provides items to the clients through a network, and those clients who are not targets for collecting the access logs from the item provider server; (b) receiving the access logs for the plurality of clients from the item provider server, extracting only the access logs of those clients who are targets for collecting the access logs from the access logs received from the item provider server according to the access log collecting target client data stored by the step (a), converting only the extracted access logs into access log maps suitable for a recommended item presentation processing, and storing the access log maps; (c) receiving a recommended item presentation request from one of the clients; (d) if the client is a target, then producing a recommended item list for the client who issued the recommended item presentation request, according to the access log maps for the client who issued the recommended item presentation request; and (e) transmitting the recommended item list to the client who issued the recommended item presentation request.

In contrast, Linden does not classify clients into clients who are targets for collecting access logs and clients who are not targets for collecting the access logs. Linden only

Appln. No. Serial No. 09/997,502

Amtdt. Dated 6/24/05

First Response in Appln, Reply to Office Action of 1/26/2005

Page 23 of 24

describes receiving and storing all access logs. Thus, Linden fails to describe receiving and storing access log collecting target client data indicating those clients who are targets for collecting access logs for viewing/purchasing items by a plurality of clients from an item provider server which provides items to the clients through a network, and those clients who are not targets for collecting the access logs from the item provider server, as required by Claim 5. Thus, Claim 5 is not anticipated by Linden and should be allowed.

Claim 12

The recommended item presentation method of Claim 12 requires (a) receiving access log collecting target client data indicating those clients who are targets for collecting access logs for viewing/purchasing items by a plurality of clients from an item provider server which provides items to the clients through a network, and those clients who are not targets for collecting the access logs from the item provider server, sending access log transmission requests to those clients who are targets for collecting the access logs, and sending access log transmission stopping requests to those clients who are not targets for collecting the access logs; (b) receiving the access logs from those clients who are targets for collecting the access logs, converting the access logs into access log maps suitable for a recommended item presentation processing, and storing the access log maps; (c) receiving a recommended item presentation request from one of the clients who are targets; (d) producing a recommended item list for the client who issued the recommended item presentation request, according to the access log maps; and (e) transmitting the recommended item list to the client who issued the recommended item presentation request.

Linden describes storing access logs from all users. Linden does not describe storing access logs from a subset of users. Thus, Linden fails to describe receiving access log collecting target client data indicating those clients who are targets for collecting access logs from an item provider server, and those clients who are not targets for collecting the access logs from the item provider server, receiving the access logs from those clients who are targets for collecting the access logs, converting the access logs into access log maps, storing the access log maps, and producing a recommended item list for the client who issued the

Appln. No. Serial No. 09/997,502
Amdt. Dated 6/24/05
First Response in Appln, Reply to Office Action of 1/26/2005
Page 24 of 24

recommended item presentation request, according to the access log maps. Thus, Claim 12 is not anticipated by Linden, and Claim 12 should be allowed.

Claims 2-4, 6-11, and 13-42

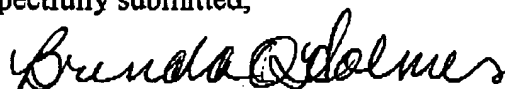
Claims 2-4, 6-11, and 13-20 depend either directly or indirectly from independent Claims 1, 5 or 12. Thus, the remarks made above in support of the patentability of Claims 1, 5, and 12 are equally applicable to distinguish the dependent claims from Linden. Accordingly, Claims 2-4, 6-11, and 13-20 should also be allowed.

Claims 21-39 are corresponding device claims of Claims 1, 5 or 12, and Claims 40-42 are corresponding computer usable medium claims of Claims 1, 5 or 12. Claims 21-39, and 40-42 include limitations similar to Claims 1, 5 or 12. Thus, the remarks made above in support of the patentability of Claims 1, 5, and 12 are also applicable to distinguish the corresponding device and computer useable medium claims from Linden. Accordingly, Claims 21-39, and 40-42 should also be allowed.

CONCLUSION

The foregoing is submitted as a complete response to the Office Action identified above. This application should now be in condition for allowance, and the Applicants solicit a notice to that effect. If there are any issues that can be addressed via telephone, the Examiner is asked to contact the undersigned at 404.685.6799.

Respectfully submitted,



By: Brenda O. Holmes
Reg. No. 40,339

KILPATRICK STOCKTON LLP
1100 Peachtree Street, Suite 2800
Atlanta, Georgia 30309-4530
Telephone: (404) 815-6500
Facsimile: (404) 815-6555
Our Docket: 44471/266545